

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

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Williamsburg, NY 14221
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August 2, 1996

RJR Account #375878

P. Cox
McLANE-NORTHEAST

September Partners Promotion (#601270): Doral B2G1F

Dear Paul:

Doral B1G1F product and live product, in quantities listed below has been ordered to cover your September 1996 automatic monthly display shipment to your participating retail accounts. 1280 SKUs of sleeves (item #512141) have been ordered to Consolidated Industries to pack this Promotion.

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F	LIVE UPC Code	#/ (12M) Cases LIVE
<u>Full Flavor 100</u>	12300-23572	<u>86</u>	12300-15312	<u>22</u>
<u>Light Kg</u>	12300-23570	<u>86</u>	12300-15112	<u>22</u>

Product PO #ER0003-01 / Vendor #04360

15 Digit Description: SEPT-DORALB2G1F

Product Arrival:

August 26, 1996

Sleeves Arrival (Consolidated):

August 29, 1996

Ship Date to Retail:

Week of: September 9, 1996

Item #512141 (Sleeves for Display Assembly)

1.1840

SKU CUBE:

3.0000 lbs

SKU WT (w/o Product):

20 units

Retail Sales Offer per Sku:

4 Savings Cartons

Billing per Sku:

\$34.234.41

EFT \$ Amount:

\$N/A

Non-EFT \$ Amount:

51862 0204

-2-

B2G1F
McLane NE

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves; Buy-1-Get-1-Free pre-banded product should be placed into the sleeve and an additional 'Live' pack inserted with it.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,436.00 (87 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

cc: RJR #1610: DK / SS
RJR #1710: IM / MM
McLane: R. Moore

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

VAPB2G1F.DOC

51862 0205

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

51862 0206

McLANE NE

SEPTEMBER PARTNERS: DORAL B2G1F / #601270

CHAIN NAME	NO. OF STORES	DISPLAY UNITS TO SHIP TO EACH DISCOUNT	TOTAL # OF DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	MS	MI	IL	NY	OH	PA	RI	VA
A-PLUS/ ATLANTIC/ A-MART/ SUNOCO	204	Per List	406	2	2	28					22	103		244	4
BP OIL	37	Per List	70											70	
CIRCLE K	49	Per List	81	7		55		4	15						
COASTAL MART	36	2	72								18			54	
CONV EXPRESS	6	Per List	11										11		
COUNTRY FAIR	70	3	210									15	21	174	
DAIRY MART	61	1	61	18		23						15			5
EXPRESS MARTS	34	2	68									68			
F.L. ROBERTS	16	3	48	9		39									
HESS MART / STATION	7	Per List	10								8	2			
MOBIL	65	1	65	1		12				8	9	30		3	2
RED BARREL	23	1	23									23			
7-ELEVEN	1	2	2											2	
SUGAR CREEK	92	Per List	104									104			
SUNRISE FOOD	17	1	17									17			
INDEPENDENTS (& SMALL CHAINS)	23	Per List	32	4		7	1		2	4	9		5		
TOTALS	740		1279	41	2	164	1	4	25	61	397	21	552	11	0